

THE B2B CHIEF MARKETING OFFICER

SUCCESS BY THE NUMBERS

24 MONTHS

AVERAGE TENURE OF THE B2B CMO

ANALYST ESTIMATES FOR B2B SAAS



NEW CMOs FACE TOUGH DEMANDS

90 DAYS

6 MONTHS

12 MONTHS

↑ 5-10% MARKETING-GENERATED LEADS

↑ 15-20% MORE MQLs

40-50% CONTRIBUTION TO PIPELINE

↑ 5-10% HIGHER SQL/WIN CONVERSION

↑ 20-25% MARKETING-ATTRIBUTED REVENUE GROWTH

SUCCESSFUL CMOs CHOOSE REVOPS

Old School



HIRE PEOPLE | SPEND MORE
TRY HARD AND HOPE

This CMO has a 30-40% success rate

ANALYST ESTIMATES

Revenue Operations



PROCESS | ANALYTICS
ALIGNMENT

This CMO has a 60-70% success rate

ANALYST ESTIMATES

AND THEY IMPLEMENT IT QUICKLY

Build RevOps



6-18 MONTHS
IMPLEMENTATION



9-24 MONTHS
TIME TO VALUE

Maybe it works

ANALYST ESTIMATES

Buy ayeQ RevOps



5-15 DAYS
IMPLEMENTATION



6-9 MONTHS
TIME TO VALUE

It works with ayeQ

**ayeQ is turnkey RevOps.
Do you have time to wait?**

ayeQ accelerates RevOps with guided best practices, process templates, playbooks, bookings calculators, pipeline models, and standard analytics built to improve outcomes. Now you can deliver accelerated, predictable growth with aligned, more efficient resources.
Fast.

